

AN INSIDER'S *look* AT THE RESEARCH

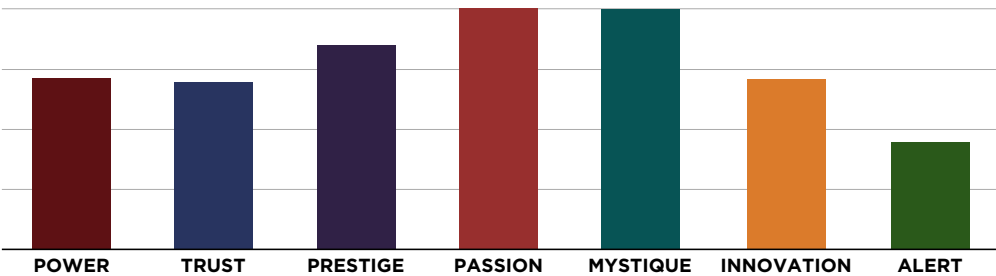
FROM SALLY HOGSHEAD'S PRESENTATION TO
FOX WEALTH ADVISOR FORUM™ ON 05/03/17

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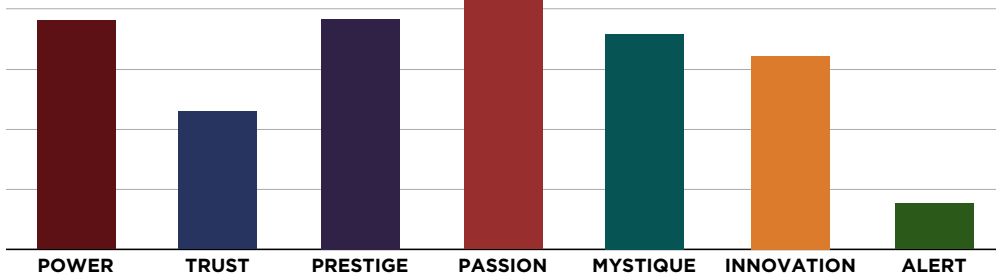
THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**



PRIMARY ADVANTAGE

**FOX WEALTH ADVISOR FORUM RESULTS
OF THE FASCINATION ADVANTAGE TEST**



PRIMARY ADVANTAGE

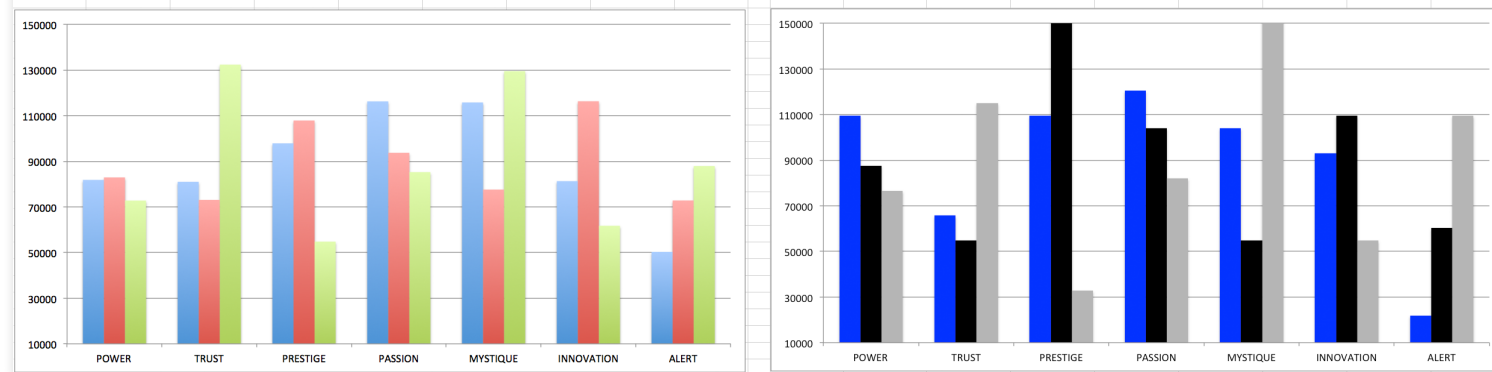
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Primary	Secondary	Archetype	Sum	Percent		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	12	10.53%	INNOVATION		6	4	2	1	2	2
Passion	Innovation	The Catalyst	11	9.65%	PASSION	11		2	5		2	2
Mystique	Passion	The Subtle Touch	8	7.02%	POWER				12	4	4	
Prestige	Power	The Victor	7	6.14%	PRESTIGE	6	3	7		1	2	1
Innovation	Passion	The Rockstar	6	5.26%	TRUST	2		1	4			5
Prestige	Innovation	The Avant-Garde	6	5.26%	MYSTIQUE	3	8	1	4	2		1
Passion	Prestige	The Talent	5	4.39%	ALERT			1	1	2		
Trust	Alert	The Good Citizen	5	4.39%								
Innovation	Power	The Maverick Leader	4	3.51%		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Mystique	Prestige	The Royal Guard	4	3.51%	INNOVATION		5.3%	3.5%	1.8%	0.9%	1.8%	1.8%
Power	Mystique	The Mastermind	4	3.51%	PASSION	9.6%		1.8%	4.4%		1.8%	1.8%
Power	Trust	The Guardian	4	3.51%	POWER				10.5%	3.5%	3.5%	
Trust	Prestige	The Diplomat	4	3.51%	PRESTIGE	5.3%	2.6%	6.1%		0.9%	1.8%	0.9%
Mystique	Innovation	The Secret Weapon	3	2.63%	TRUST	1.8%		0.9%	3.5%			4.4%
Prestige	Passion	The Connoisseur	3	2.63%	MYSTIQUE	2.6%	7.0%	0.9%	3.5%	1.8%		0.9%
Alert	Trust	The Mediator	2	1.75%	ALERT			0.9%	0.9%	1.8%		
Innovation	Alert	The Quick-Start	2	1.75%								
Innovation	Mystique	The Provocateur	2	1.75%								
Innovation	Prestige	The Trendsetter	2	1.75%								
Mystique	Trust	The Wise Owl	2	1.75%								
Passion	Alert	The Orchestrator	2	1.75%								
Passion	Mystique	The Intrigue	2	1.75%								
Passion	Power	The Peoples Champion	2	1.75%								
Prestige	Mystique	The Architect	2	1.75%								
Trust	Passion	The Authentic	2	1.75%								
Alert	Power	The Ace	1	0.88%								
Alert	Prestige	The Editor-in-Chief	1	0.88%								
Innovation	Trust	The Artisan	1	0.88%								
Mystique	Alert	The Archer	1	0.88%								

As we prepared for the event, here's our spreadsheet, organized by "personal brand Archetype"

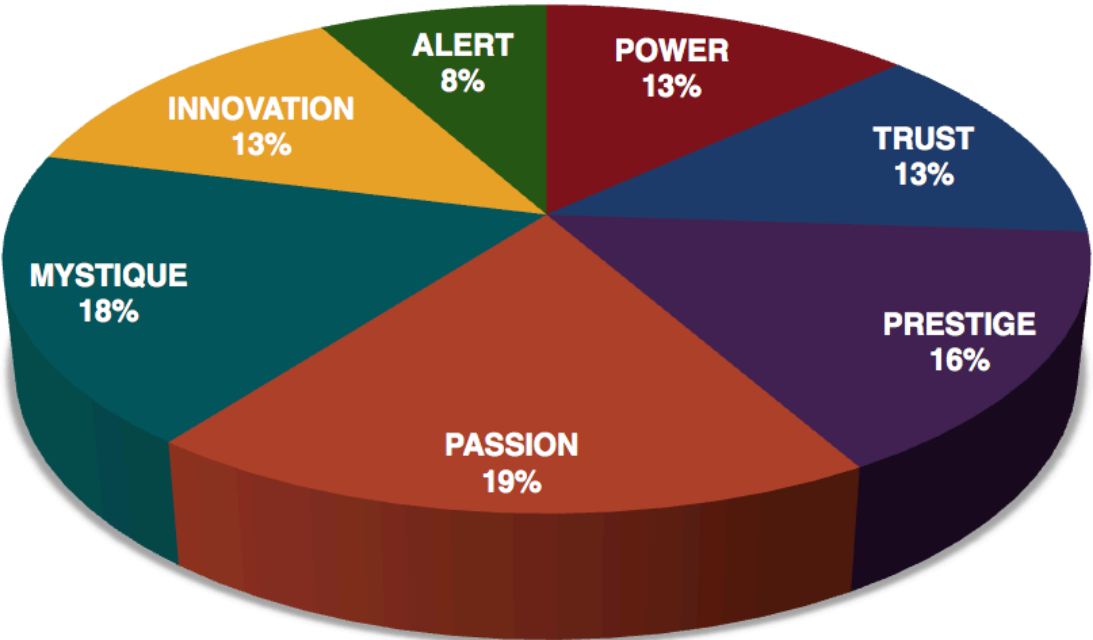
AVERAGE POPULATION										FOX Wealth Advisor Forum									
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		
Primary	81851	81025	97880	116282	115800	81318	50312	624468	Primary	20	12	20	22	19	17	4	114		
Secondary	82943	73097	107891	93738	77619	116336	72844	624468	Secondary	16	10	28	19	10	20	11	114		
Dormant	72792	132395	54807	85276	129506	61754	87938	624468	Dormant	14	21	6	15	28	10	20	114		

	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	13.1%	13.0%	15.7%	18.6%	18.5%	13.0%	8.1%	100.0%
Secondary	13.3%	11.7%	17.3%	15.0%	12.4%	18.6%	11.7%	100.0%
Dormant	11.7%	21.2%	8.8%	13.7%	20.7%	9.9%	14.1%	100.0%

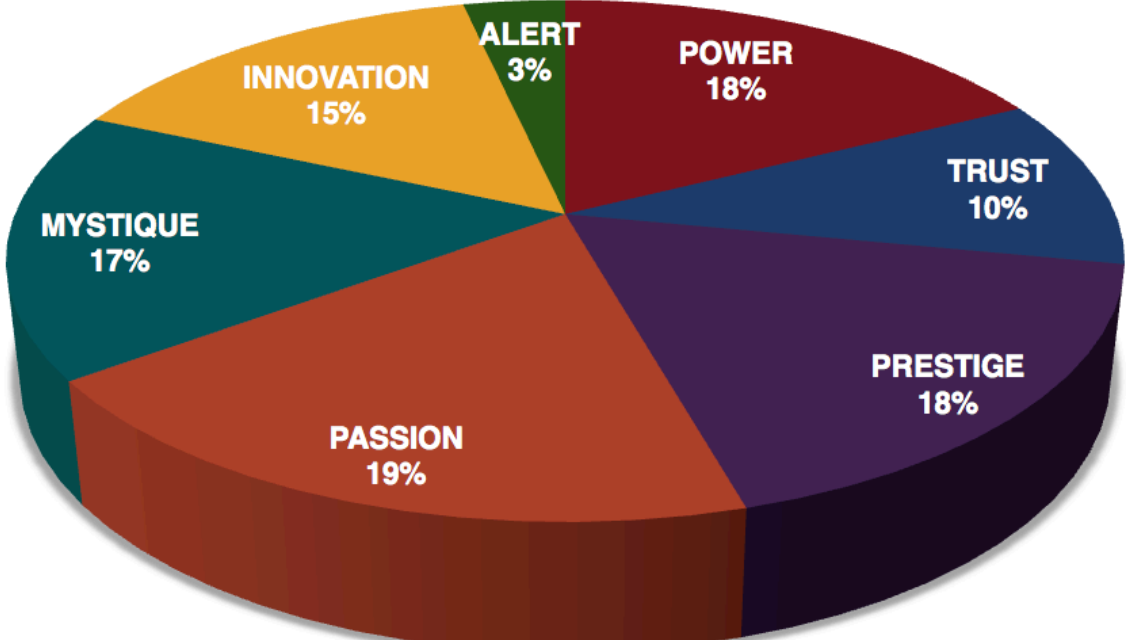


THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



FOX WEALTH ADVISOR FORUM™ RESULTS FROM THE FASCINATION ADVANTAGE TEST



WE COMPARED YOUR FINDINGS TO OUR MATRIX OF 49 PERSONAL BRAND ARCHETYPES.

THE PERSONAL BRAND ARCHETYPES DISCOVERED BY SALLY HOGSHEAD

HOWTOFASCINATE.COM

		SECONDARY ADVANTAGE						
		INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care
PRIMARY ADVANTAGE	INNOVATION You change the game with creativity	THE ANARCHY Volatile • Startling Chaotic	THE ROCKSTAR Bold • Artistic Unorthodox	THE MAVERICK LEADER Pioneering • Irreverent Entrepreneurial	THE TRENDSETTER Cutting-Edge • Elite Progressive	THE ARTISAN Deliberate • Thoughtful Flexible	THE PROVOCATEUR Clever • Adept Contemporary	THE QUICK-START Prolific • Thorough Diligent
	PASSION You connect with emotion	THE CATALYST Out-of-the-Box • Social Energizing	THE DRAMA Theatrical • Emotive Sensitive	THE PEOPLE'S CHAMPION Dynamic • Inclusive Engaging	THE TALENT Expressive • Stylish Emotionally-Intelligent	THE BELOVED Nurturing • Loyal Sincere	THE INTRIGUE Discerning • Perceptive Considerate	THE ORCHESTRATOR Attentive • Dedicated Efficient
	POWER You lead with command	THE CHANGE AGENT Inventive • Untraditional Self-Propelled	THE RINGLEADER Motivating • Spirited Compelling	THE AGGRESSOR Dominant • Overbearing Dogmatic	THE MAESTRO Ambitious • Focused Confident	THE GUARDIAN Prominent • Genuine Sure-Footed	THE MASTERMIND Methodical • Intense Self-Reliant	THE DEFENDER Proactive • Cautionary Strong-Willed
	PRESTIGE You earn respect with higher standards	THE AVANT-GARDE Original • Enterprising Forward-Thinking	THE CONNOISSEUR Insightful • Distinguished In-the-Know	THE VICTOR Respected • Competitive Results-Oriented	THE IMPERIAL Arrogant • Cold Superior	THE BLUE CHIP Classic • Established Best-In-Class	THE ARCHITECT Skillful • Restrained Polished	THE SCHOLAR Intellectual • Disciplined Systematic
	TRUST You build loyalty with consistency	THE EVOLUTIONARY Curious • Adaptable Open-Minded	THE AUTHENTIC Approachable • Dependable Trustworthy	THE GRAVITAS Dignified • Stable Hardworking	THE DIPLOMAT Levelheaded • Subtle Capable	THE OLD GUARD Predictable • Safe Unmovable	THE ANCHOR Protective • Purposeful Analytical	THE GOOD CITIZEN Principled • Prepared Conscientious
	MYSTIQUE You communicate with substance	THE SECRET WEAPON Nimble • Unassuming Independent	THE SUBTLE TOUCH Tactful • Self-Sufficient Mindful	THE VEILED STRENGTH Realistic • Intentional To-the-Point	THE ROYAL GUARD Elegant • Astute Discreet	THE WISE OWL Observant • Assured Unruffled	THE DEADBOLT Unemotional • Introverted Concentrated	THE ARCHER On-Target • Reasoned Pragmatic
	ALERT You prevent problems with care	THE COMPOSER Strategic • Fine-Tuned Judicious	THE COORDINATOR Constructive • Organized Practical	THE ACE Decisive • Tireless Forthright	THE EDITOR-IN-CHIEF Productive • Skilled Detailed	THE MEDIATOR Steadfast • Composed Structured	THE DETECTIVE Clear-Cut • Accurate Meticulous	THE CONTROL FREAK Compulsive • Driven Exacting

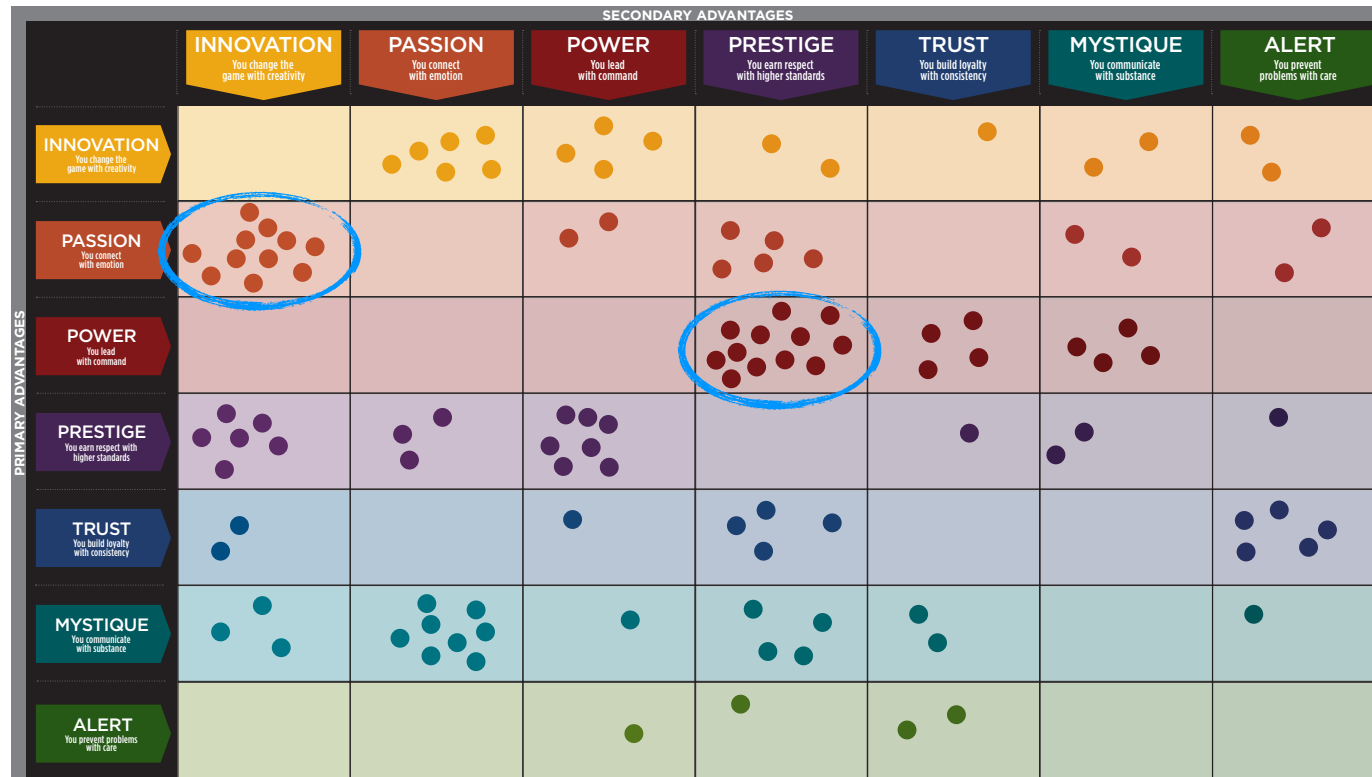
⋮ DOTTED STROKE = DOUBLE TROUBLE

WANT TO BUILD A HIGH-PERFORMING TEAM? CONTACT OUR FRIENDLY STAFF AT HELLO@HOWTOFASCINATE.COM

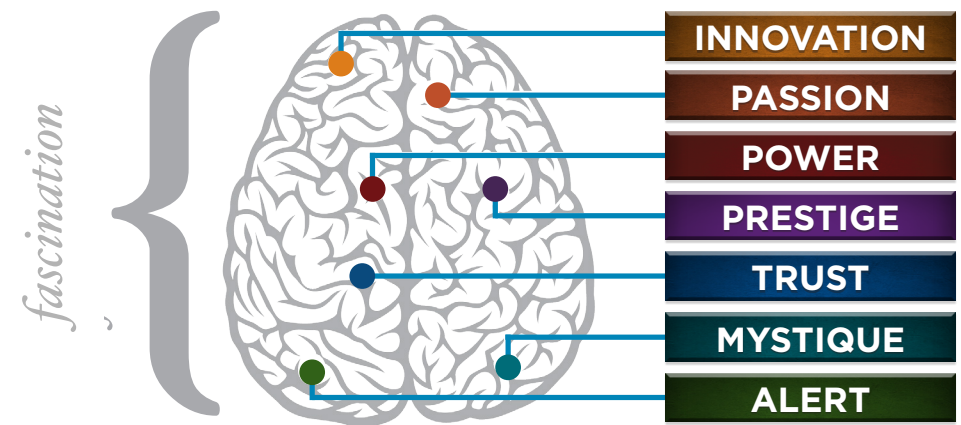
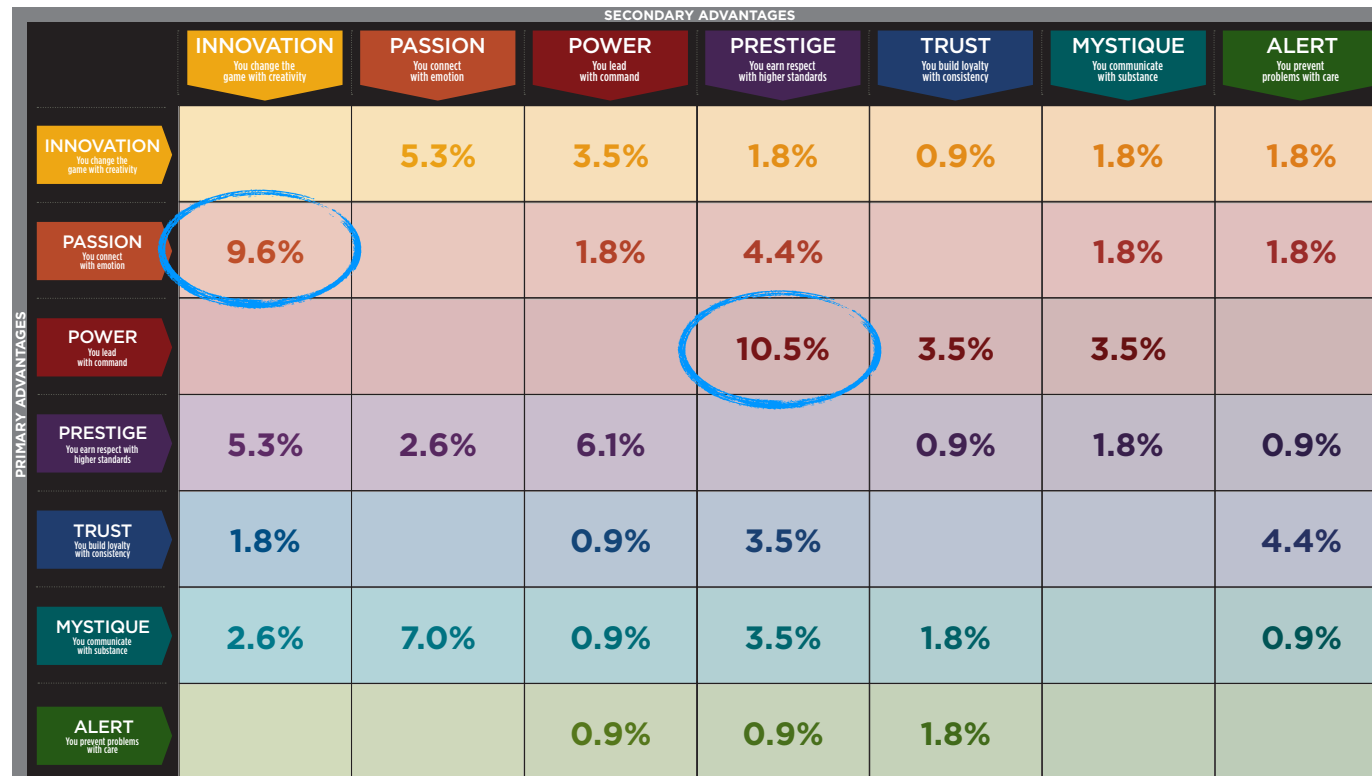
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THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

This diagram shows the concentration of personal brand Archetypes of the organization.

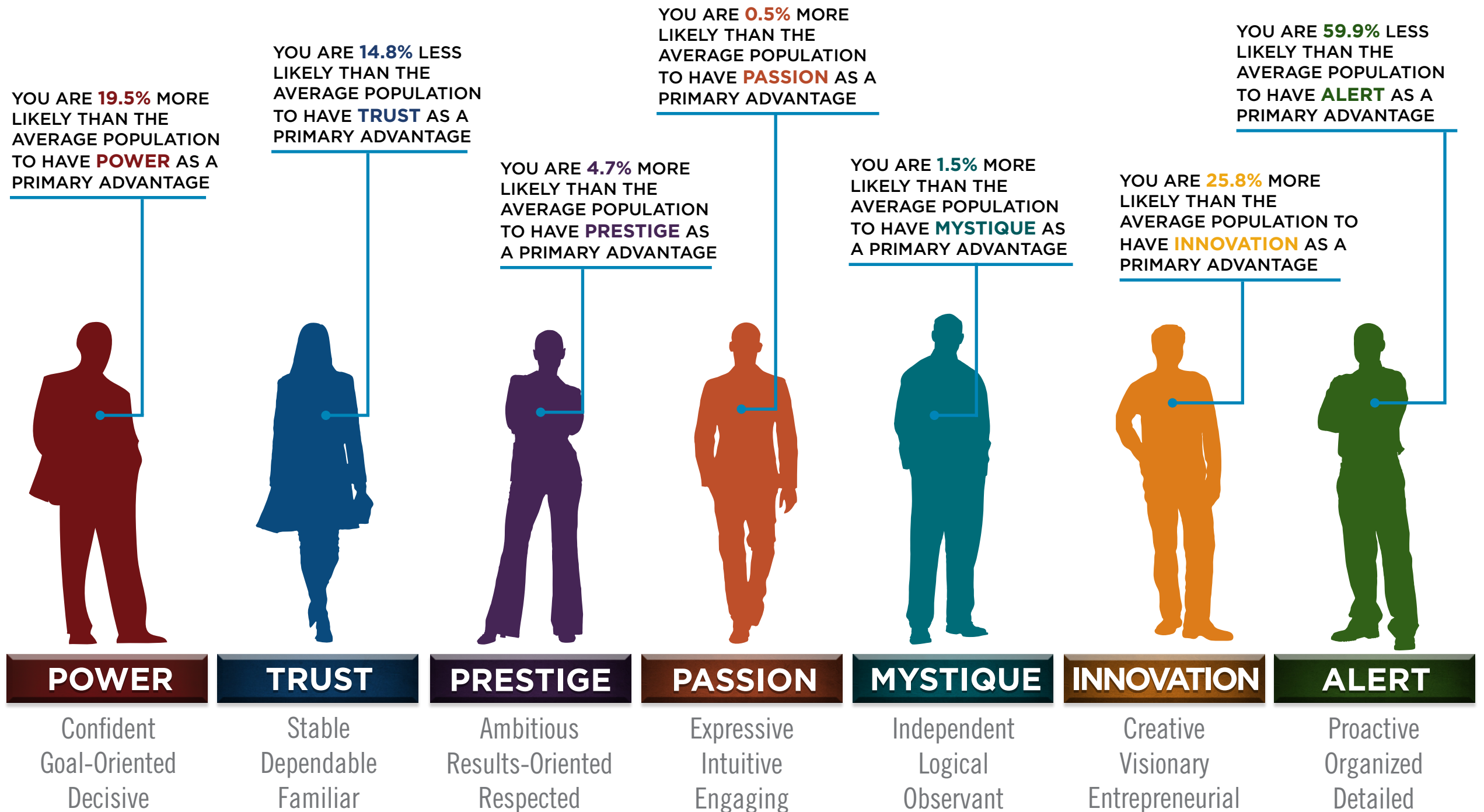


This is your custom measurement of Fascination Scores. The diagram to the left shows the actual percentages of each personal brand Archetype within the organization.



BASED ON YOUR AUDIENCE'S SCORES FOR "THE FASCINATION ADVANTAGE ASSESSMENT," WE IDENTIFIED THEIR UNIQUE PERSONALITY ADVANTAGES.

WE THEN BUILT CUSTOMIZED INSIGHTS TO PINPOINT WHAT MAKES THIS ORGANIZATION UNIQUELY FASCINATING.



HOW DOES YOUR INNER CIRCLE COMMUNICATE?

We want you to share your code with your inner circle, your most trusted friends and influencers. Why? Once they know what makes them valuable to others, they'll be more authentic and confident, and more likely to make a positive impression.

Click here or copy and paste the below copy to share this code for free (normally \$19.99 each)

1 VISIT HowToFascinate.com/you

2 FOR THE ACCESS CODE, ENTER **WAF-EXPRESS**

3 THIS OFFER EXPIRES SHORTLY.

When they take the Fascination Advantage® assessment, they will discover their distinct brand of persuasion. It's what they are already doing right. Leverage this information and they can build a brand that people will love.

Have questions? We're here to help! Email our friendly customer service at hello@howtofascinate.com.

YOUR FASCINATION ADVANTAGE® REPORT
DISCOVER HOW THE WORLD SEES YOU, THROUGH THE SCIENCE OF FASCINATION

THE CONNOISSEUR
PRESTIGE + PASSION

CUSTOM REPORT FOR **EMMA MILLS**

THE CONNOISSEUR'S TOP 5 SPECIALTY ADJECTIVES

1. **INSIGHTFUL**
They communicate their ideas with clarity and conviction. You'll find that they quickly obtain buy in from their audience – whether they're "selling" their idea for a new project in a board meeting or launching a new loyalty program at a huge dealer conference. They're confident, articulate, and sharp.

THE CONNOISSEUR
INSIGHTFUL | DISTINGUISHED | IN-THE-KNOW | ADMIRER | WELL-GROOMED

HOW THE WORLD SEES YOU

- Warmhearted and knowledgeable, you're highly appreciated by colleagues.

THE PERSONAL BRAND ARCHETYPES DISCOVERED BY SALLY HOGSHEAD

INNOVATION You're the one who always has a new idea.	PASSION You're the one who's always excited about something.	POWER You're the one who's always in charge.	PRESTIGE You're the one who's always the best at what you do.	TRUST You're the one who's always the most reliable.	MYSTIQUE You're the one who's always the most mysterious.	ALERT You're the one who's always the most observant.
THE ANARCHY You're the one who's always breaking the rules.	THE ROCKSTAR You're the one who's always the center of attention.	THE MAVERICK LEADER You're the one who's always leading the pack.	THE TRENDSETTER You're the one who's always setting the trend.	THE ARTISAN You're the one who's always creating something beautiful.	THE PROVOCATEUR You're the one who's always making people think.	THE QUICK-START You're the one who's always getting things done.
THE CATALYST You're the one who's always getting things started.	THE DESMAN You're the one who's always the most dramatic.	THE PEOPLE'S CHAMPION You're the one who's always the most popular.	THE TALENT You're the one who's always the most skilled.	THE RELOVED You're the one who's always the most loved.	THE INTROQUE You're the one who's always the most intriguing.	THE ORCHESTRATOR You're the one who's always the most organized.
THE CHANGE AGENT You're the one who's always making things change.	THE RINGLEADER You're the one who's always leading the group.	THE AGGRESSOR You're the one who's always the most competitive.	THE MAESTRO You're the one who's always the most in control.	THE GUARDIAN You're the one who's always the most protective.	THE MASTERMIND You're the one who's always the most strategic.	THE DEFENDER You're the one who's always the most loyal.
THE AVANT-GARDE You're the one who's always the most forward-thinking.	THE CONNOISSEUR You're the one who's always the most knowledgeable.	THE VICTOR You're the one who's always the most successful.	THE IMPERIAL You're the one who's always the most powerful.	THE BLUE CHIP You're the one who's always the most established.	THE ARCHITECT You're the one who's always the most creative.	THE SCHOLAR You're the one who's always the most intelligent.
THE EVOLUTIONARY You're the one who's always the most adaptable.	THE AUTHENTIC You're the one who's always the most genuine.	THE GRANULAR You're the one who's always the most detailed.	THE DIPLOMAT You're the one who's always the most diplomatic.	THE OIL GUARD You're the one who's always the most cautious.	THE ANCHOR You're the one who's always the most stable.	THE GOOD CITIZEN You're the one who's always the most responsible.
THE SECRET WEAPON You're the one who's always the most hidden.	THE SUBTLE TOUCH You're the one who's always the most subtle.	THE VEILED STRENGTH You're the one who's always the most powerful.	THE ROYAL GUARD You're the one who's always the most elite.	THE WISE OWL You're the one who's always the most wise.	THE DEADBOLT You're the one who's always the most secure.	THE ARCHER You're the one who's always the most accurate.
THE COORDINATOR You're the one who's always the most organized.	THE ACE You're the one who's always the most skilled.	THE EDITOR-IN-CHIEF You're the one who's always the most influential.	THE MEDIATOR You're the one who's always the most fair.	THE DETECTIVE You're the one who's always the most observant.	THE CONTROL FREAK You're the one who's always the most in control.	THE CONTROL FREAK You're the one who's always the most in control.

APPLY YOUR TOP 5 ADJECTIVES
You can use these adjectives to create your own personality. An Anthem is a very short advertising tagline, your Anthem pinpointing your brand.

SAMPLE ANTHEM FOR THE CONNOISSEUR
HERE'S AN EXAMPLE: MEET JAIME

Among his friends, people look to Jaime to learn what to buy, where to go, what to do (and how to do it). People look to Jaime for recommendations on the best of everything. He intuitively identifies social cues. When he writes his Facebook status updates, Jaime shares his favorites in all areas: where to find the freshest kale at the local farmer's market, or which dry cleaner will offer speedy delivery in a pinch. He's tapped into trends, and has an innate ability to identify

He knows the best of the best. His insightful insights, coupled with the ability to see what others want, makes him valuable to his peers and co-workers.

OPINIONS
Learn more about creating your own Anthem on page 14 of your report.

7 WAYS HIGH-PERFORMERS ADD VALUE

INNOVATION

CREATIVE PROBLEM-SOLVER

PASSION

RELATIONSHIP-BUILDER WITH
STRONG PEOPLE SKILLS

POWER

A LEADER WHO MAKES DECISIONS

PRESTIGE

OVERACHIEVER WITH
HIGH STANDARDS

TRUST

STABLE, RELIABLE PARTNER

MYSTIQUE

SOLO INTELLECT
BEHIND THE SCENES

ALERT

PRECISE DETAIL MANAGER

LET'S START A CONVERSATION.

